

WELCOME TO CALGARY



CALGARY
ALBERTA



"IN THE PROVINCE THE PRINCE PICKED"

The
SUNSHINE
CITY OF THE
FOOTHILLS

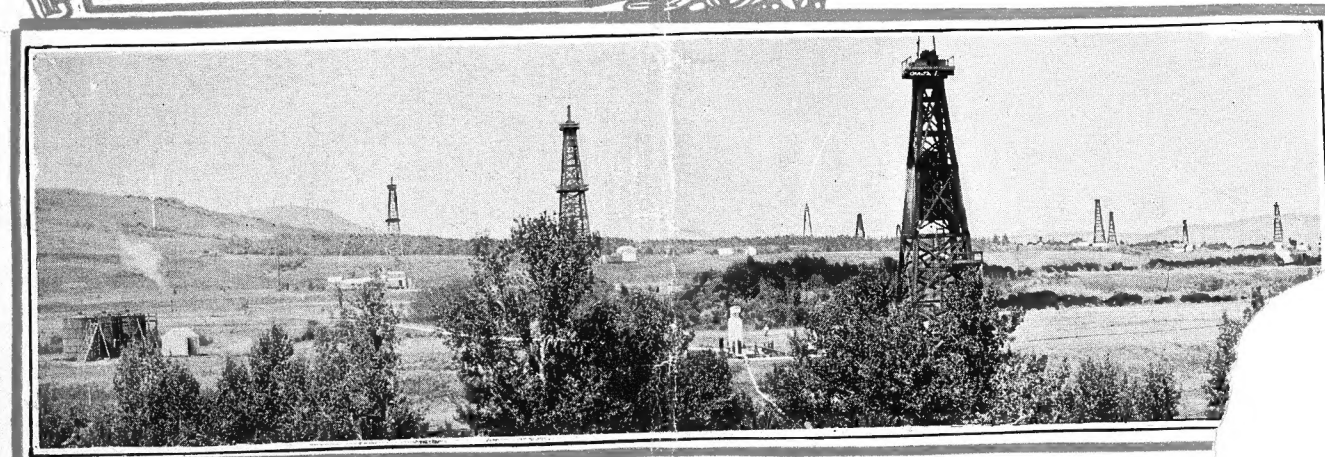
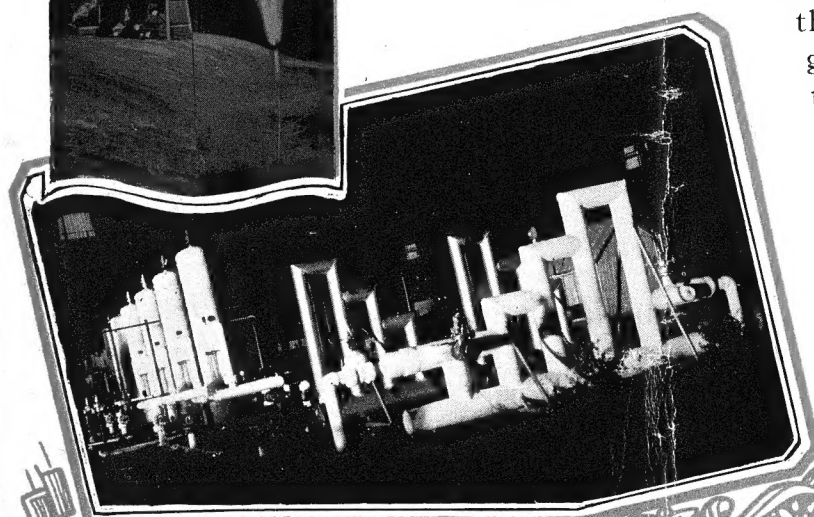
ISSUED BY THE
ALBERTA DEVELOPMENT BOARD
(SOUTHERN SECTION)
LOUGHEED BLDG., CALGARY

MANUFACTURING

WHERE THE
TOURIST
BECOMES THE
SETTLER

CALGARY ALBERTA, CANADA

"WITH ALL HELL FOR A BASEMENT" was Kipling's classic description of Medicine Hat's natural gas resources. He has not seen Turner Valley at night time in this year of grace or he would be hard put to find a superlative to the language he used more than a quarter of a century ago. For Turner Valley dims even Medicine Hat. No other pyrotechnics in the world amaze and dazzle as do those furnished by Mother Nature in the oil and gas field adjacent to Calgary. More than 200,000,000 cubic feet of natural gas are burned there daily. Four times the amount of Calgary's maximum consumption in the coldest day of mid-winter is turned into flames every twenty-four hours as the easiest way of disposing of this gas. Here is an unparalleled spectacle within an hour and a half's easy motor drive of Calgary. For scores of miles in every direction the reflection of these gigantic pillars of fire may be seen, and as every



A producing well, a waste gas flame, a battery of separators and a view of part of the famous Turner Valley Oil Field

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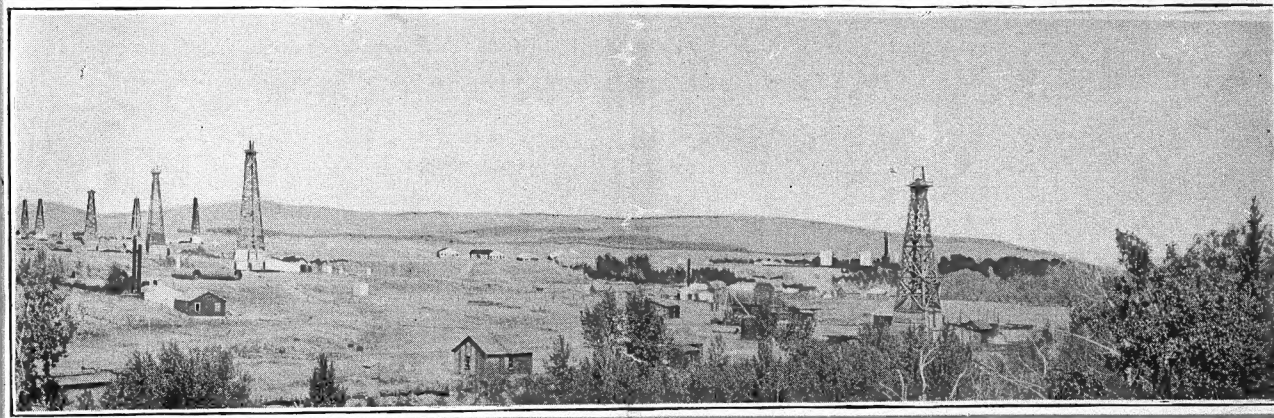
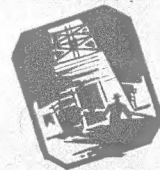
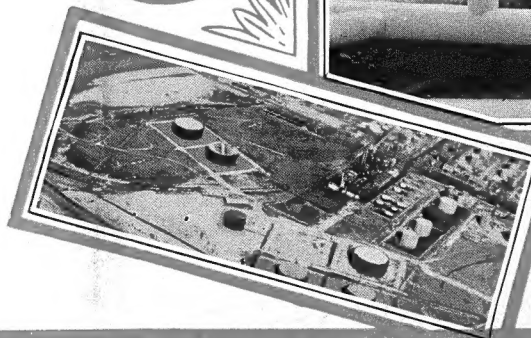
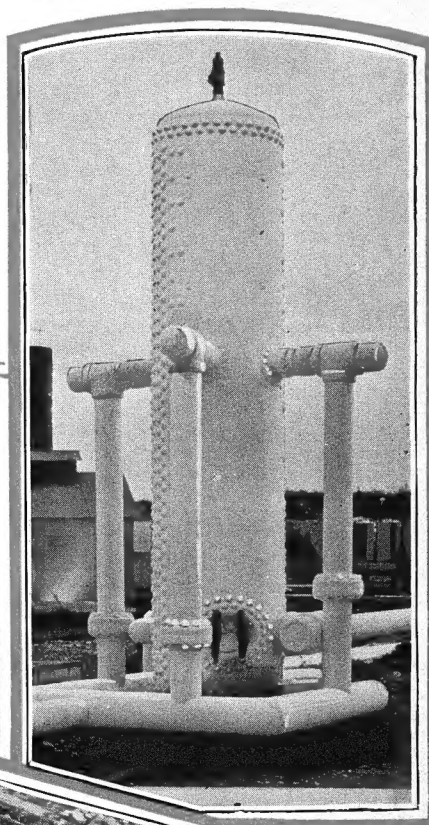
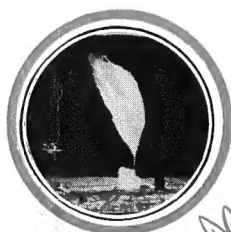
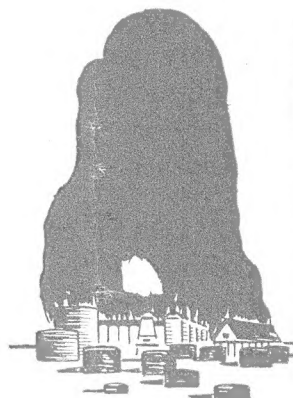
new well "blows in," the night skies become more vivid.

The gas illuminations furnish the color but unseen, the wells of Turner Valley are producing 90,000 barrels of crude naphtha and crude oil every month, and, of course, this quantity is increased as each fresh flow is encountered.

The mystery of it all intrigues and attracts. Turner Valley is a magnet that pulls irresistibly. It is unique.

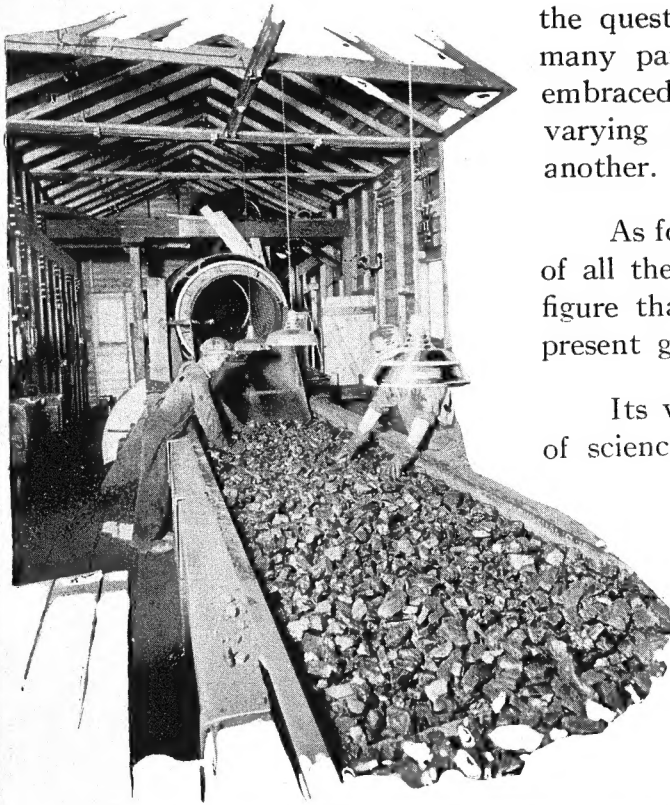
It is another of the natural resources which have contrived to build up Calgary—the fortunate—a city of 100,000, which so recently was only a hamlet nestling on the first of the foothills.

What the extent of Alberta's oil fields may be no one may venture to estimate. The fact is that



Top—Frost-bound separator at close range Circle—Another gas jet. Centre—Refinery as seen from the air.
Bottom—Another section of Turner Valley.

Calgary

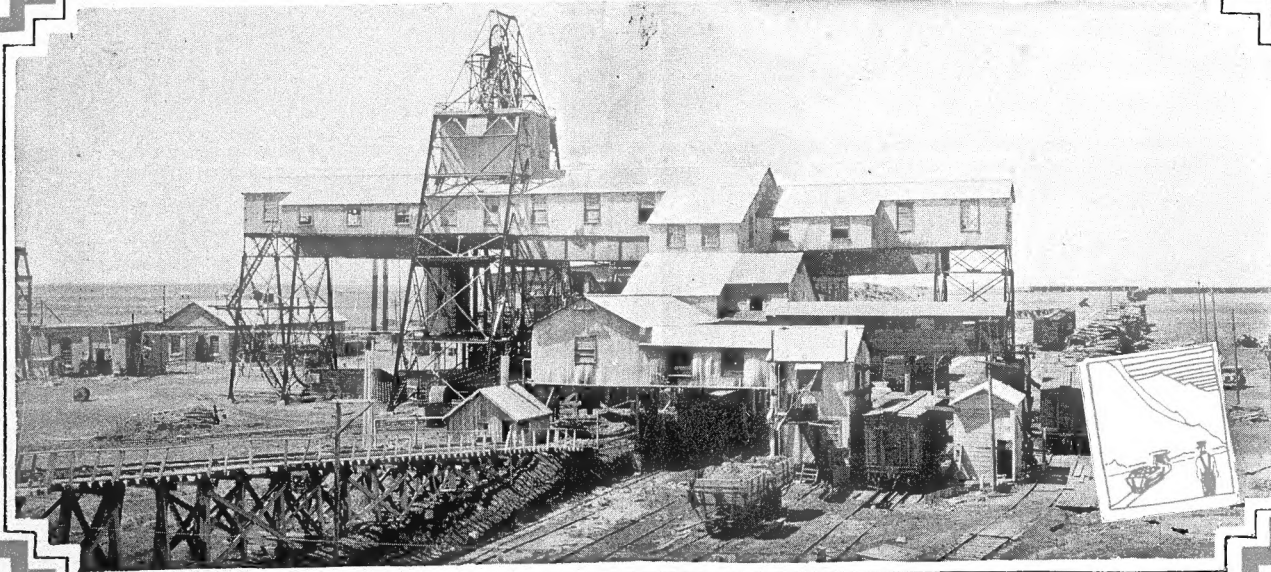


the quest for this precious fluid is being carried on in many parts of the great area of 254,000 square miles embraced in this province. And it is being found in varying quantities in districts far removed from one another. Yet the search has barely started.

As for coal, underneath Alberta lies a thirty-seventh of all the coal in the world—possibly more. Scientists figure that a thousand billion tons are available to the present generation and to posterity.

Its value cannot be computed for, with the march of science, comes knowledge of methods of extracting by-products never dreamed of before to-day and coal will yield, not heat alone, nor tar, nor aniline dyes, nor saccharine, but scores of other products of use to humanity.

So will natural gas, and the waste that is now taking place be converted into a utilization of every value which it contains.

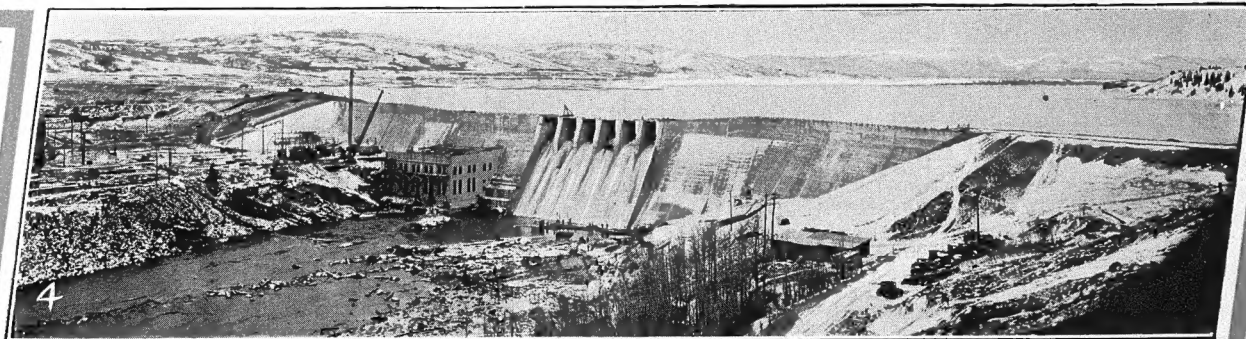
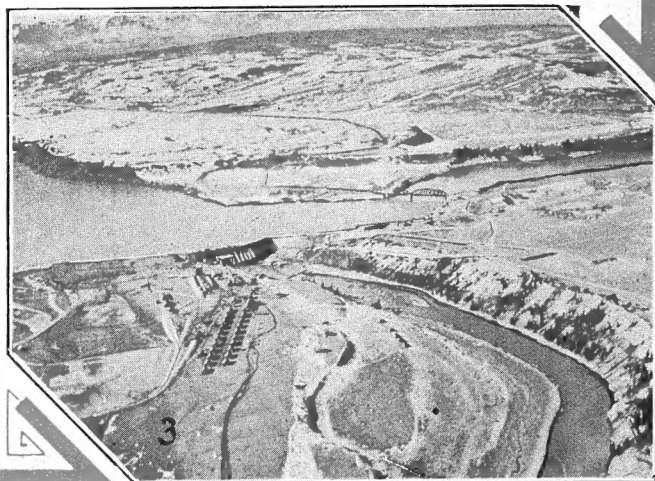
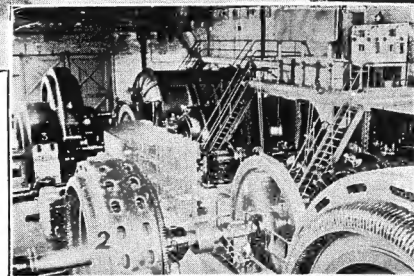
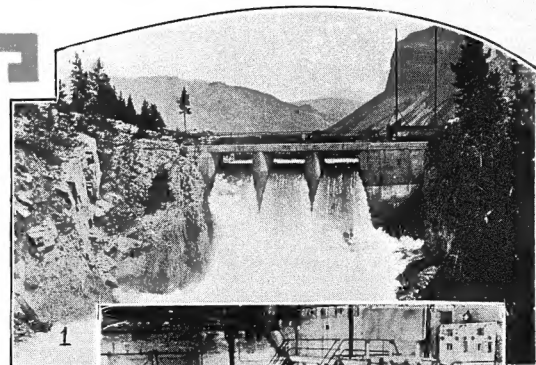


One of Alberta's modern coal mines.

Application of these new processes is not a distant matter. It is under advisement at this moment, and it will come to the modern generation as a matter of course.

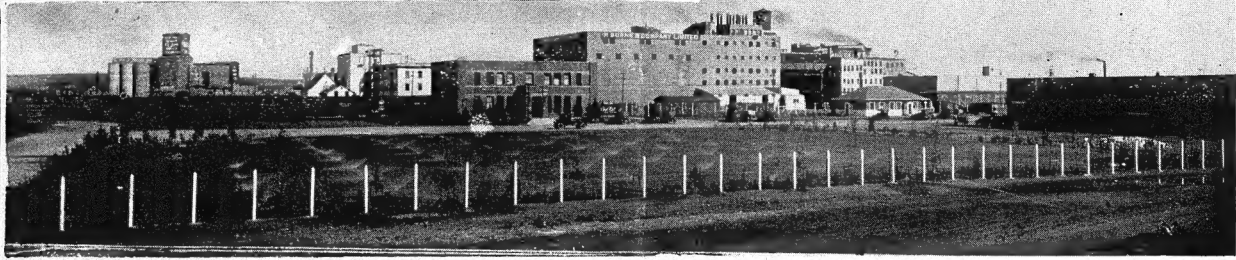
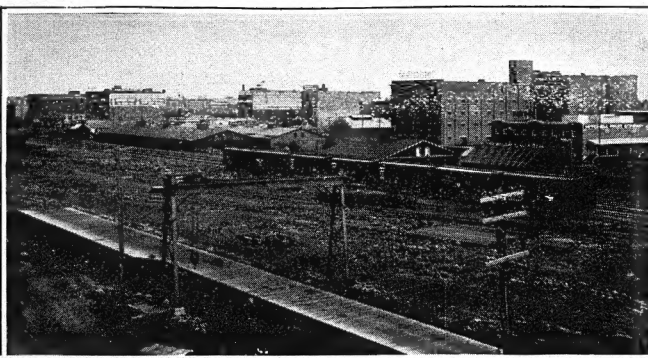
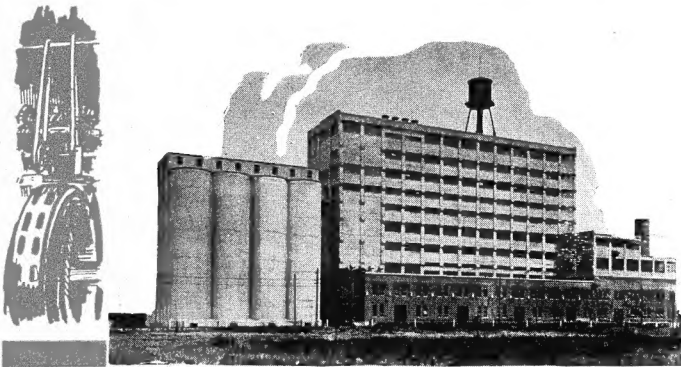
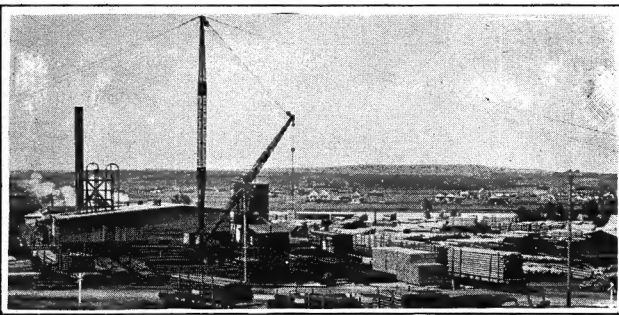
Hard upon the heels of these two assets comes white coal, whose benefits already are scattered over a large part of Alberta and whose scope, inasmuch as it relates to industrial expansion and to the comfort of rural, no less than city, folk is extending so rapidly. The Alberta farmer and the Alberta farmer's wife may now use electrical energy through the same devices and channels as those which make urban life so convenient.

Radio, motor vehicles and the telephone—this may, or may not, be the order of their importance—give the Alberta agrarian other main advantages. Combines and other improved machines enable him to prepare and seed his land and gather and transport his grain at a minimum outlay of money and human energy and—what more can he ask?



Alberta's white coal. Calgary Power Company's projects on Bow River, west of Calgary. 1—Dam at Devil's Canyon, Lake Minnewanka. 2—Interior view of plant. 3 and 4—Views of New Ghost Lake.

Calgary



Town and country dwellers are coming closer together in respect of the pleasant ways of life and nowhere is this condition more pronounced than in Alberta.

Alberta has a vast volume of power through its coal, gas and water. Naturally, industrial development was bound to come. The industrial consciousness of Alberta has been awakened. Plants and factories, astonishing in their variety in so new a country, have sprung into existence, justified by the power resources, transportation facilities, raw materials, labor cost and most important of all, by the coming market.

Basic industries are seeking out Alberta. Low cost power, low cost fuel, low cost raw materials and splendid transportation facilities, plus convenience to markets, are factors in this splendid development.



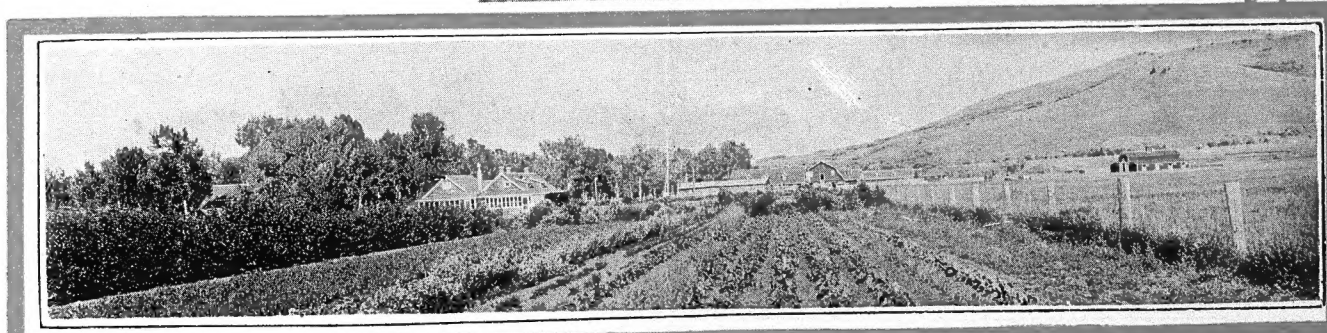
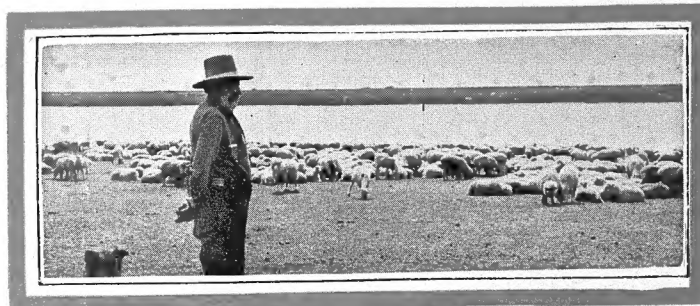
A section of industrial Calgary, showing iron works, flour mills and other plants.

Calgary

For example, the Manitoba Rolling Mills, Limited, built a fine plant in Calgary in the summer of 1929, and started pouring steel in November and rolling steel a month later. This is literally a basic industry, and around it already are springing up other industries which are dependent on steel mill products, and more will spring up in the course of the next few years.

The Anthes Foundry Company's plant will be established adjacent to the Manitoba Rolling Mills, and not far distant is the greatly enlarged plant of the Dominion Bridge and Iron Works which recently acquired the plant and property of the Riverside Iron Works of Calgary.

Calgary's steel and iron work industries are now turning out practically every form of product for which a demand is made upon them—a condition which is far different to that which obtained a few years ago when much of the important work had to be done outside the Province of Alberta.



Alberta's basic industry is agriculture. Here are sheep, elevators in a typical town, cattle and a view of the E.P. Ranch, the property of H.R.H. the Prince of Wales.

Calgary

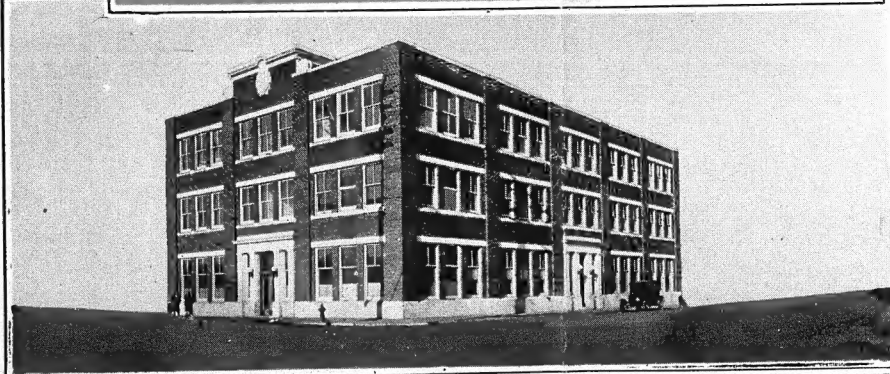
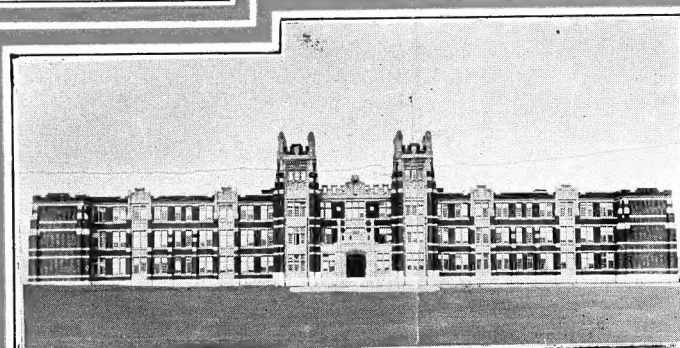
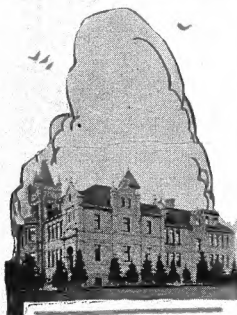


And Calgary is fortunate in having the facilities which attract manufacturers seeking the Western market.

It is geographically situated so as to serve to advantage not only Alberta, but Eastern British Columbia and Western Saskatchewan; industrial sites conveniently located are available at small cost; it has an abundant supply of cheap hydro power and coal; excellent transportation arrangements to all points served by Canadian Pacific Railway and Canadian National Railway; trunk roads in all directions, and one of the best air ports in Canada available for air transportation. In addition a good supply of labor, splendid banking facilities and all the conveniences and advantages of an up-to-date city.

About thirty-six hundred people are now employed in Calgary's 140 industries and their salaries and wages amount to approximately five million dollars per annum.

Of course, Alberta, with its wonderful wheat production, would have flour mills — giant industries which ship to every quarter of the globe and which feed the Orient and the Occident with fine discrimination as to taste and quality



The Calgary Herald building at top; the Calgary Albertan building at bottom, and in centre (left), Central Collegiate; (right), the Institute of Technology and Art.

Calgary

and the flour mills bring in their train other industries. So with the sawmills with wood-working plants as their assured corollaries.

The oil brings its refineries—at Calgary, the Imperial and Regal.

The gas brings the great company which supplies Calgary and Edmonton, and other centres; which thinks nothing of piping gas a couple of hundred miles.

Power, natural gas, oil, coal, soil which produces the finest wheat and other grains in the world in the largest per acre quantity; rolling range country—it will always be that—for countless head of cattle and horses; stimulating sunshine and a climate healthy and bracing.



A composite picture of Calgary's fine hotels, with the Palliser (C.P.R.) at lower left.

Calgary

Is it strange that Alberta allures those who seek a new and vigorous country in which ability, courage and tenacity of purpose are rewarded bountifully?

A country in which men and women are equal and in which either may properly aspire to the highest offices in the gift of their province?

A country which will offer a field for development for many generations?

A country whose illimitable wealth has scarcely been touched?

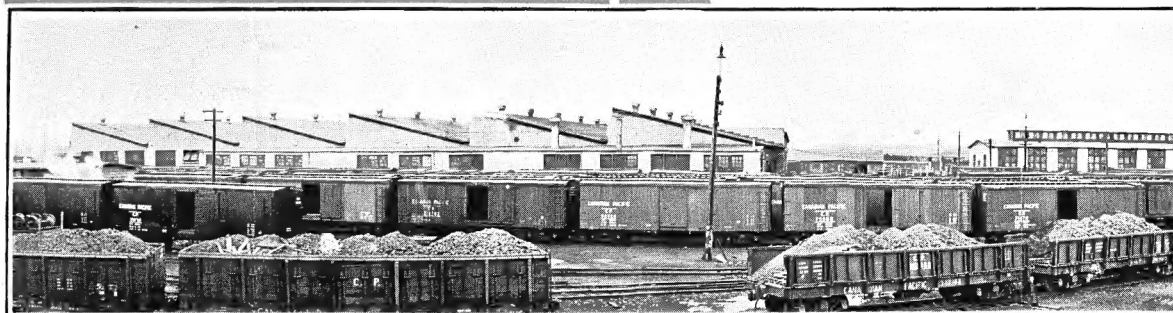
The last great open space of the civilized world?

This is Alberta which one day potentially can produce a billion bushels of wheat if its remaining arable land is cultivated.

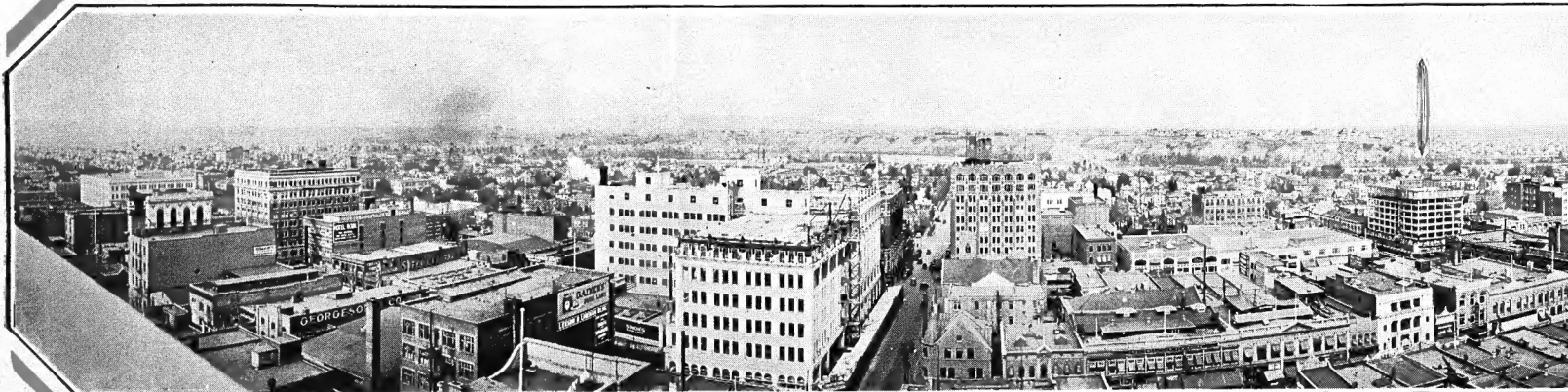
This is the Alberta which may point with



Part of Calga.



Ogden car shops.



The heart of Calgary's downtown business district.

Calgary



Part of Calgary's business district.



car shops.



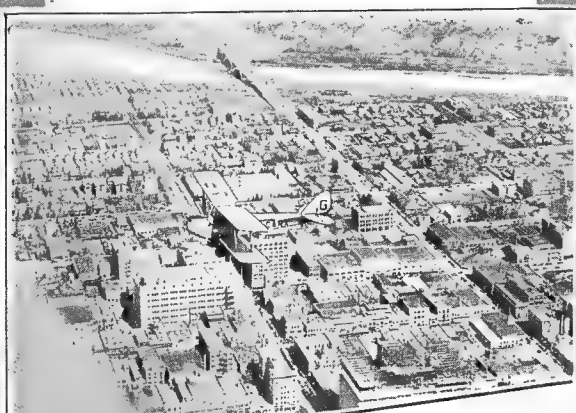
own business district.

pride to its splendid system of education, open to all; to its religious toleration; to its fair and impartial administration of its fair and impartial laws; to its fine standard of living which is ever improving and to the character and inspiration of its people.

Altitude, clear sunlight and the great open spaces may be partly responsible for the mental, spiritual and physical sturdiness of its people, but behind these factors are the character of the first builders and the pioneering spirit of those who came later—who are still coming.

Perhaps 700,000 would be too high a figure to set as Alberta's present population—less than three persons to the square mile of its area. Yet this comparatively small

Calgary



population, scattered over an empire of territory is well served by two of the finest and greatest railway transportation systems in the world. There is a motor vehicle to every seven persons. There are more telephones, according to the population, than may be found in any other country. Radio's ratio approximates that of the telephone.

Alberta's newspapers publish more world news than do the big dailies of the Pacific and western states.

Alberta's hotels, the Palliser in Calgary, the Banff Springs at Banff, the Lake Louise Chateau at Lake Louise, the Lodge at Jasper Park, the Macdonald at Edmonton and the Marquis at Lethbridge are the last word in such establishments. The Canadian Pacific Railway has just expended nearly \$2,000,000 in a 4-storey addition to the Palliser, which, with its 520 rooms, is metropolitan to a degree, yet thoroughly comfortable. The new Hotel York has just been completed in Calgary.

Air travel has been developed in Alberta to an extent that proves a revelation to visitors. Eighteen planes are housed at the municipal airport in Calgary, and travellers are taken across the Rockies or to Chicago or Montreal with insouciance. When the search for the McAlpine party, lost in Canada's northern hinterland, was at its height, "Punch" Dickens, Alberta airman, flew 4,300 miles in his heroic effort to locate the missing men.

Calgary is keenly air-minded. A fleet of aircraft, a modern air port and skilled airmen have helped create this condition. The second view from the top shows an airplane, flying above downtown Calgary. Below is the big airdrome and a night scene at the airport.

Calgary

Alberta is air conscious—a tribute to its alertness.

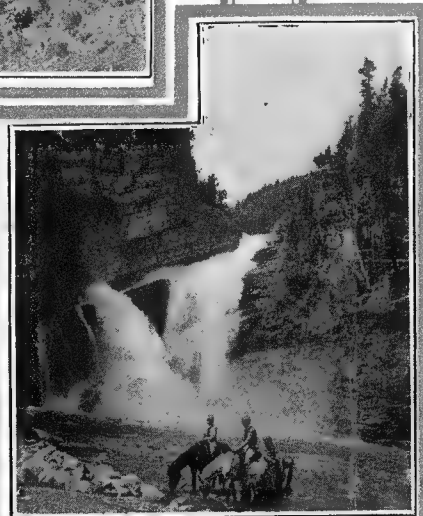
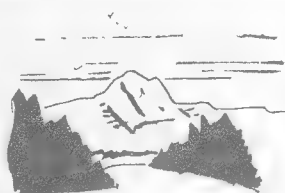
Material things, power, oil, gas, coal, grain and livestock, timber, railways, hotels, telephones, automobiles, industries—all these operate to Alberta's advantage. They are outgrowths of the urge to develop the natural resources which may be transmuted into wealth. And there are the furs and fish of the north, the tar sands of Fort McMurray and assuredly the Pre-Cambrian mineral shield.

Beyond all these potentialities—so real and so rich—are other resources: the foothills and the Rockies themselves; the clear water rivers from the mountains, the game fish, the wild animal life, the upland game birds, the waterfowl; the improved highways which bring the mountains close



Four Banff scenes and at the lower right the "Iron Gates" of Sinclair Canyon, on the motor highway between Banff and Windermere.

Calgary



to the plains and which open up vistas of beauty which intoxicate the imagination.

The National parks, Banff, Lake Louise, Yoho, the Lake of the Falling Glaciers, the Iron Gates, Windermere, Golden, Waterton Lakes, Jasper—names to conjure with are these and scenes within an easy drive of Calgary by motor.

More. Soon the last link in the Trans-Canada Highway, that between Golden, B.C., and Revelstoke, B.C., will be completed, with the Dominion government and the government of British Columbia, combining in the undertaking. When this gap is bridged, motorists may travel from Vancouver to Halifax without leaving Canadian territory and superb scenery, said to surpass in its charm that which is comfortably accessible today, will reward those who make the journey.

Still more. Plans have been finally adopted which provide for the construction of a highway within the next three years and later for a highway from the Big Bend of the Columbia River near Revelstoke to Jasper Park, and so on to Edmonton, thus providing another triangle motor trip through the Rockies. The present triangle

Scenes in Waterton Lakes National Park, now easily accessible from Calgary over good highways.

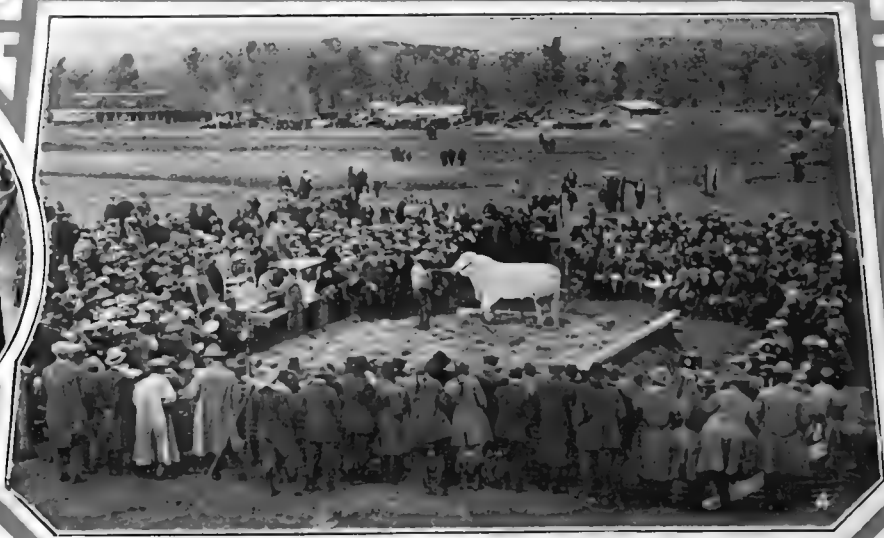
Calgary

connects Calgary with Golden, Golden with Invermere and return via Sinclair Canyon and the Valley of the Vermilion to Banff, or, in the alternative, going south from Windermere to Cranbrook, then east through the Crow's Nest Pass to Macleod or Lethbridge and north to Calgary.

These triangles have no parallels in point of ice fields and mountain peaks, gorges and valleys now within the range of motorists.

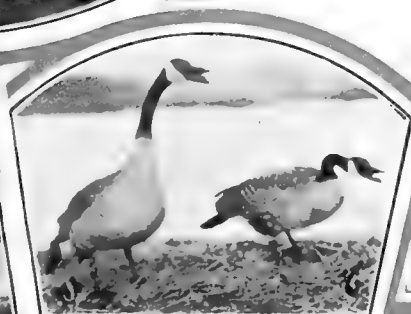
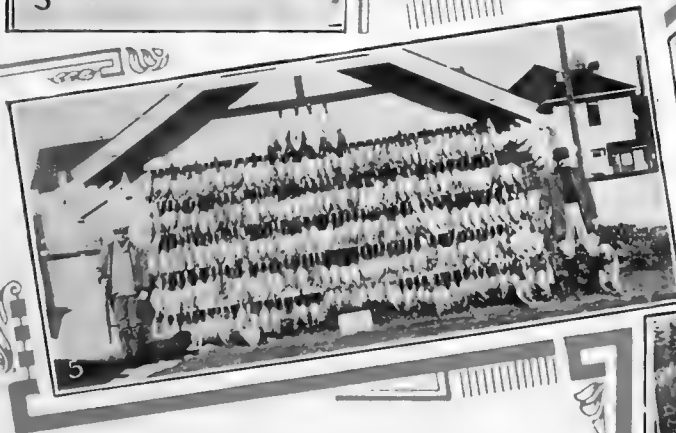
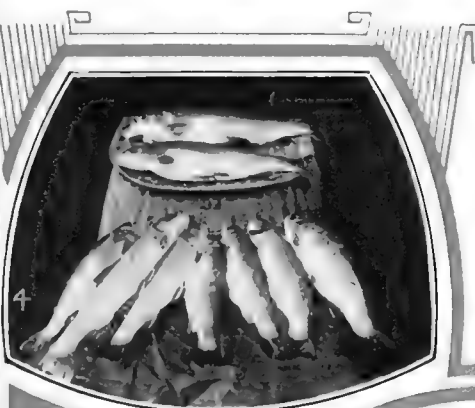
There are scores of other automobile jaunts which may be started with Calgary as their base.

The Prince of Wales ranch west of High River; the irrigation blocks; Turner Valley of course; the Highwood and Old Man Rivers, to mention only two; the immense Ghost River dam actually a



H.R.H., the Prince of Wales has one of the finest stock ranches in Alberta, situated west of High River. The Prince loves riding and good horses, cattle and sheep.

Calgary



lake created at the point where the Ghost River flows into the Bow River, forty miles west of Calgary, on the highway to Banff and alongside the main line of the Canadian Pacific Railway; the Bad Lands near the famous coal mining town of Drumheller, the most prolific source of prehistoric animal remains in the world; Loch End; Lookout Point, west of the city; Bowness Park with its lagoons and colored fountain; the Bassano Dam; P. Burns' ranches; Lake Minnewanka; Johnston's Canyon; Storm Mountain; the hot springs at Banff—there is no end to the list of scenic beauties which out-rival the Alps. And the adventure-some can always find a new place.

The angler and the hunter will find Alberta a paradise. Certain streams abound in Cut throat, Rainbow, Steelhead, Loch Leven and Brown Trout—fierce fighters all in the turbulent waters. Other

streams and lakes too, are being stocked under federal supervision.

Alberta is a fish and game paradise and becoming more so. Here are some of the reasons.

Calgary

The finest Hungarian partridge shooting to be found anywhere is the privilege of Alberta sportsmen. Ring-necked and Mongolian pheasants have been stocked in thousands in the last two years and are multiplying. Bob White Quail have been set out near Calgary.

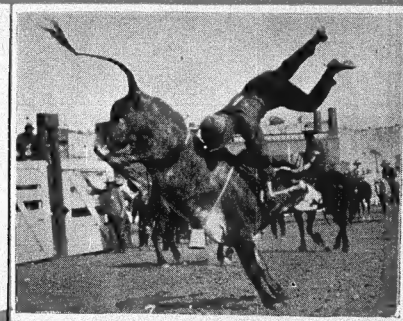
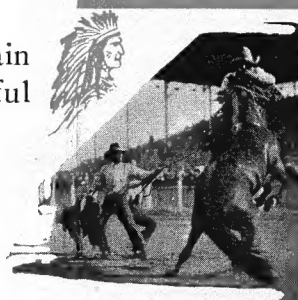
Wild duck, particularly the grain-eating mallards, and wild geese offer permanent autumn sport by reason of the sanctuary system of conservation in operation in Canada and the United States.

Big game, moose, deer, bear, mountain goat and mountain sheep are plentiful as they emigrate from the national parks in which firearms are not permitted.

Scan Alberta's resources from any and every angle.

Surely it is a delightful and profitable place in which to enjoy the benefactions of a kindly Mother Nature.

Calgary may be described as a city of churches. No less than 115 places of worship are available to residents and visitors and some are splendidly housed. It is not such a



Scenes from Calgary's famous Stampede—the biggest and best in the world. Even the most skilful cowboy, roper and rider meets his match.

Calgary

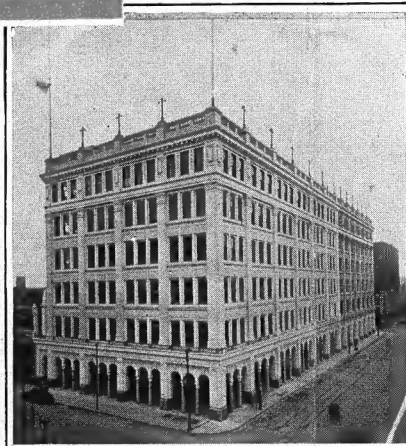


long call from the pioneer missionary days of the McDougalls and Father Lacombe, yet in the sixty years a remarkable transformation has taken place from the log cabin of the frontier to the stately edifice of 1930.

Calgary is to a marked degree a city of parks, clubs and golf courses. Four standard 18-hole courses are operated and several 9-hole courses. The Calgary Golf and Country Club, on the south western border of the city, the Municipal course, the Regal Club, both inside the city limits, and the Bowness Club, six miles west, offer golfing facilities which compare favorably with those to be found in any other western city and all are steadily being improved.

The Ranchmen's Club of Calgary is one of the most famous institutions on this continent, and it has invariably entertained H. R. H. the Prince of Wales, on his visits to Calgary and his EP Ranch to the south.

The Renfrew Club, opened this year with a membership of 400, is splendidly equipped

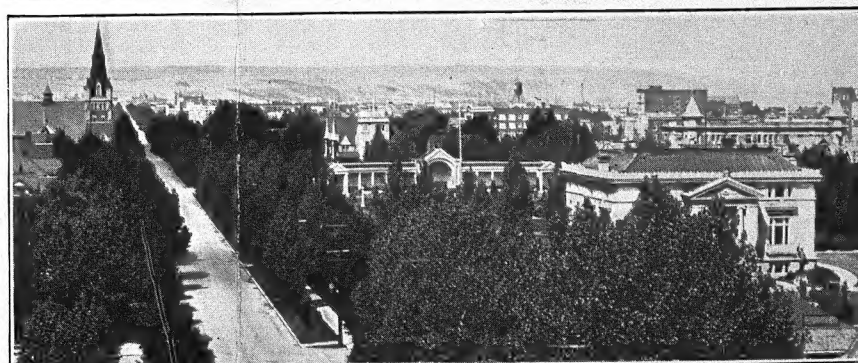
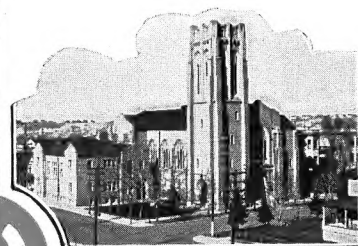


Calgary's splendid structures include the Canada Life Building (top), the Lancaster Building, the Hudson's Bay Company's department store, the Palliser Hotel and C.P.R. Station, and the T. Eaton Company's departmental store.

Calgary

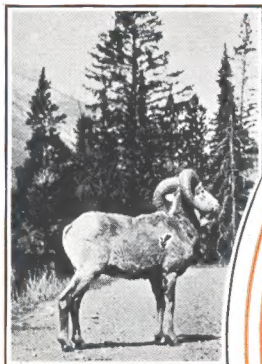
and meets a downtown need. The Calgary Board of Trade, Canadian Legion, the Army and Navy Veterans, the Elks and other organizations also have well appointed club quarters.

Calgary's hospitals have attained a high standard and are recognized as such by the International Hospital Association. The General Hospital is a municipal institution, while the Holy Cross hospital is operated by the Sisters of Charity.

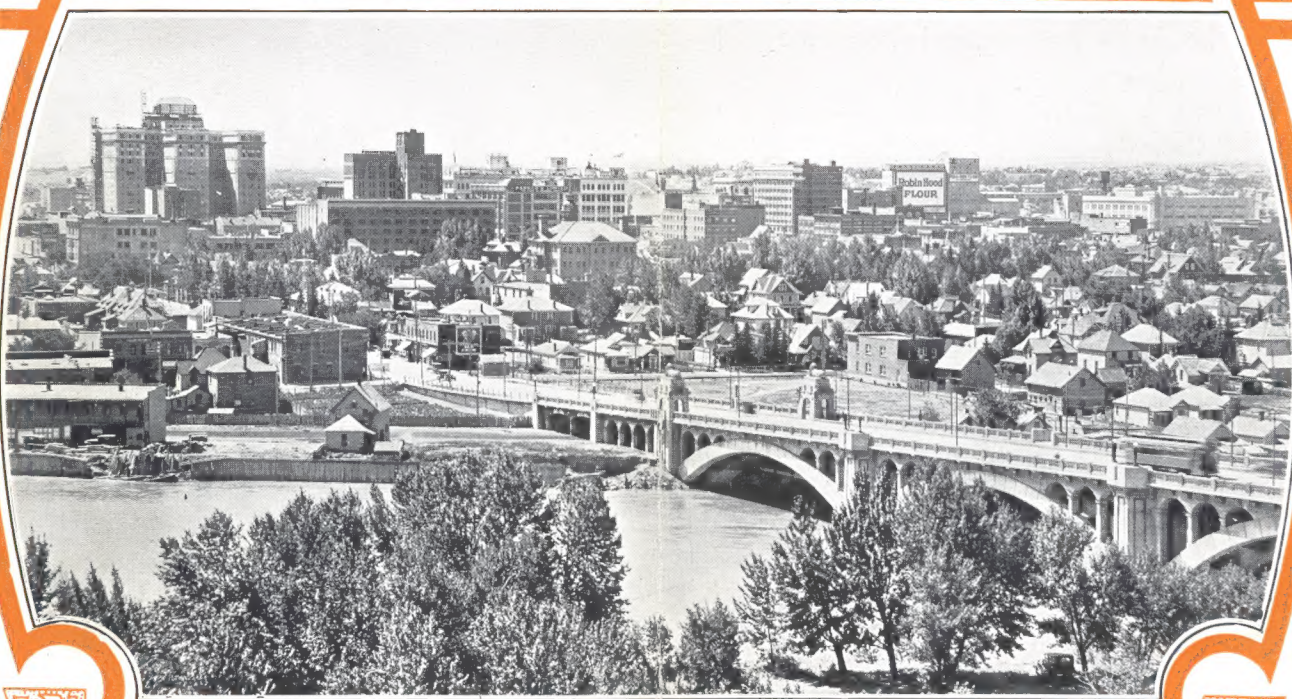
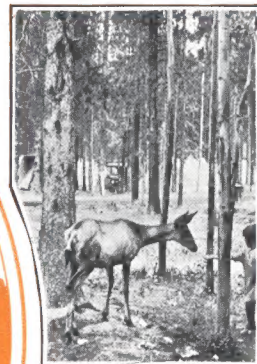
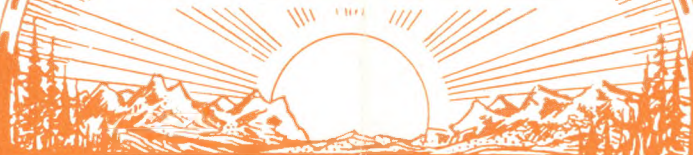


Top—Ranchmens Club. Wading pool and cricket grounds at Riley Park. The Calgary Golf and Country Club's home. A lagoon at Bowness Park. Knox United Church and the Public Library.

CALGARY



GATEWAY TO THE
CANADIAN ROCKIES



This illustrated pamphlet on Calgary and the district which it serves, comes to you with the compliments of the Alberta Development Board (Southern Section) with the hope that it will stimulate your interest in the attractions and potentialities of this part of Western Canada.



Western Printing and Lithographing Co., Ltd., Calgary.